

**She** Decides.

**#TAKEYOURSEAT**

**SheDecides Day 2021 Toolkit**

**TAKE**



**YOUR**



**SEAT**



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# WHAT IS SHEDECIDES DAY 2021? **#TAKEYOURSEAT**

SheDecides is a global political movement driving change for bodily autonomy, fuelled by actions in communities with young people at its heart. SheDecides Day is a global day of activism on 2 March 2021. It is an opportunity to demonstrate our collective commitment to the right of every girl and every woman, everywhere, in all their diversity, to make the decisions only she should make about her body, her life and her future.

## How do I take action?

Use this toolkit to plan and use content and ideas to take your own action on or around SheDecides Day on 2 March 2021. While **#TakeYourSeat** is a guiding theme for this year's SheDecides Day, there are plenty of options and space for anyone and everyone who wants to take action to speak out on bodily autonomy issues that matter to you.



# THE MANIFESTO

## WHEN SHE DECIDES

**The world is better, stronger, safer.**

She decides whether, when, and with whom.

To have sex.

To fall in love.

To marry.

To have children.

She has the right.

To information, to health care, to choose.

She is free.

To feel pleasure.

To use contraception.

To access abortion safely.

To decide.

Free from pressure.

Free from harm.

Free from judgement and fear.

Because when others decide for her,  
she faces violence, forced marriage, oppression.

She faces risks to her health, to her dignity,  
to her dreams, to her life.

When she does not decide, she cannot create the  
life she deserves,  
the family she wants, a prosperous future to call  
her own.

We - and you, and he, and they - are uniting.  
Standing together with her so she can make the  
decisions only she should make.

Political leadership and social momentum are  
coming together like never before.

But we can go further, and we can do more.

From today, we fight against the fear.  
We right the wrongs.  
We mobilise political and financial support.  
We work to make laws and policies just.  
We stand up for what is right.

Together, we create the world that  
is better, stronger, safer.

But only **if**. And only **when**.

**She** Decides.



**Sign the manifesto**

# ABOUT

## #TAKEYOURSEAT

The theme for SheDecides Day 2021 is **#TakeYourSeat**.

**#TakeYourSeat** refers to the power of being at the table and part of the discussion. It reinforces the message that all too often, women and girls are not given or are prevented from taking their rightful place in conversations about their bodies, lives and futures. This is a galvanizing moment to encourage women and girls to take their seat at the table, to make their voices heard, and to use them to spark powerful conversations about topics that are silenced through stigma. The day will start conversations about bodily autonomy, to speak out about experiences and to break these stigmas.



# #TAKEYOURSEAT

**#TakeYourSeat** can be engaged with at any level, allowing people to hold conversations about bodily autonomy on and offline.

**#TakeYourSeat** calls on people everywhere to learn from one another, connect with other communities and hold conversations with others about their own experiences of stigmas around women and girls' bodily autonomy. When they claim that space that they're usually excluded from, women and girls are able to lead conversations around bodily autonomy, voice their experiences about stigmas they have experienced, and in doing so, start to break the silence that perpetuates stigma around these issues.

The resources available on the **#TakeYourSeat online hub** will help to facilitate those conversations, making discussions productive, powerful and impactful.





# THE HUB

The **#TakeYourSeat online hub** is where activities will be hosted on and around the day. It is a space to share experiences and celebrate success. It also provides resources to facilitate conversations on bodily autonomy. The hub is live for you to view and use, below is what you can expect:

## Showcasing the photo challenge

We will host the images of people taking their seat at the table on the hub. This will inspire others to take part and celebrate women and girls around the world who are standing up and speaking out.

## The card game

You will be able to play a card game through an interactive feature that will get conversations around bodily autonomy started. The deck will be downloadable so that users can print it out themselves and/or play offline.

There are also 'open' cards, which can be used to ask a question or propose a topic of your choice in your own SheDecides Day activities.



## Additional resources

To start impactful conversations on bodily autonomy issues, the hub will host a range of downloadable resources:

Toolkit

Card Game

Cue cards

Photoseries sticker

Our campaign sticker so you can brand your #TakeYourSeat photo challenge submission.

Social media banners

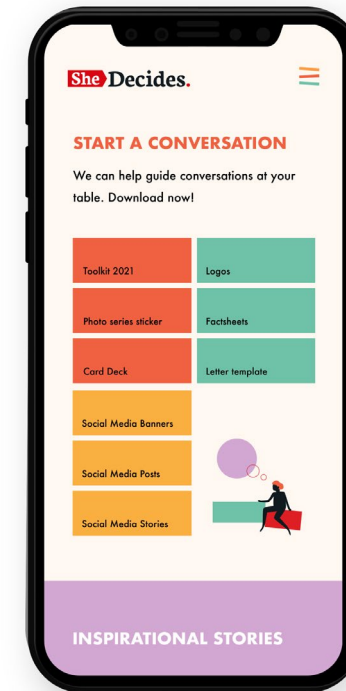
Banners for you to add to your Twitter or Facebook.

Social media posts

Copy for you to use on social media to promote #TakeYourSeat!

Social media stories

Graphics for Instagram stories where you can fill out blank versions of the #TakeYourSeat card game to upload to your Instagram.



## Inspirational stories

Women and girls are standing up and speaking out all over the world for their right to decide about their bodies, their lives and their future. This section spotlights stories from lots of different people about their experiences of stigma to do with bodily autonomy. Take inspiration from these stories, ignite the spark, and take action to dismantle the stigmas!



# #TAKEYOURSEAT

## PHOTO CHALLENGE

SheDecides Day 2021 is all about standing up and speaking out in different places – online and offline – sharing stories and experiences about stigmas around bodily autonomy.

The **#TakeYourSeat** photo challenge is the spark, the initial moment, to start our campaign and to mobilise people across the globe to demand women and girls' seat at the table.

To take part, all you have to do is:

1. Take a photo of yourself sitting at a table
2. Upload the photo to your social channels with the campaign messaging [see below] and using our hashtags **#TakeYourSeat #SheDecidesDay**
3. Nominate friends, your network and influencers to take part by tagging them with the call to **#TakeYourSeat** on an issue



# #TAKEYOURSEAT

## PHOTO CHALLENGE

### Social media copy

#### Twitter

📢 This **#SheDecidesDay** demand a seat at the table to lead conversations about our bodies, lives and future.

Take a photo of yourself taking your seat at the table

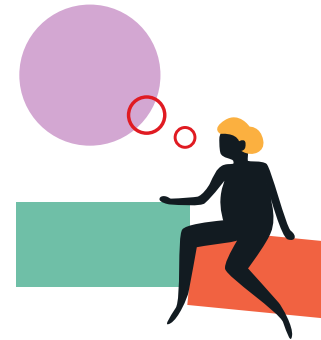
Share using **#TakeYourSeat #SheDecidesDay**

Tag 5 people you want to claim their space

[www.shedecides.com/takeyourseat](http://www.shedecides.com/takeyourseat)

Let's Talk! For **#SheDecidesDay** I'm taking my seat at the table to talk about **[insert topic]**. We need to talk more about **[topic]** because ...

Let's make our voices heard! What do you want to talk more about? Quote-retweet and let me know! **#TakeYourSeat**  
@SheDecidesGFI



Facebook

Instagram

LinkedIn

📢 Calling all women and girls across the world, it's time to **#TakeYourSeat**.

Women and girls are too often left out of conversations where their voice is essential. Today we're demanding our seat at the table to start a conversation about women and girls' bodies, lives, and future. Join us by copying & pasting this post, and taking a photo of yourself taking your seat at the table - at home, the office or anywhere else - be as creative as you can! @SheDecidesGFI

Share on social media with the hashtags **#TakeYourSeat**  
**#SheDecidesDay**

Tag five people that you want to take part and claim their space too.

**#TakeYourSeat** in the conversation - visit [www.shedecides.com/takeyourseat](http://www.shedecides.com/takeyourseat)

# #TAKEYOURSEAT

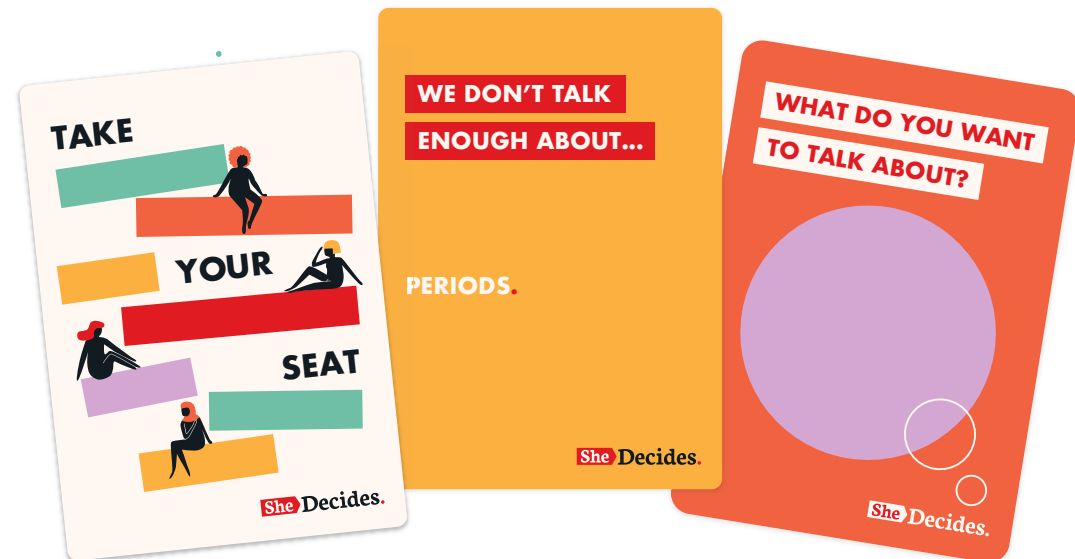
## CONVERSATION STARTER CARD GAME

Key issues around bodily autonomy have historically been shrouded in taboos and stigmas, and siloed in silence. This silence prevents women and girls from being able to hold conversations about their experiences, and it shuts them out from decision-making about their bodies.

Starting conversations about these issues can be difficult. On SheDecides Day, the **#TakeYourSeat** campaign has developed a conversation starter to help people have open conversations with friends, families, colleagues and their wider networks about their experiences of stigma, and bodily autonomy issues in general.

The **#TakeYourSeat** card game gives an opening statement or question to get the conversation started and to help frame discussions.

Visit the **#TakeYourSeat hub** to start these conversations!



# #TAKEYOURSEAT

## CONVERSATION STARTER CARD GAME

### Social Media Copy



#### Twitter

💋 Let's Talk!

Play the **#TakeYourSeat** conversation starter card game from @SheDecidesGFI to spark a discussion where there's silence.

Play here **#SheDecidesDay**: [www.shedecides.com/takeyourseat](http://www.shedecides.com/takeyourseat)

For **#SheDecidesDay** I'm starting a conversation about **[insert topic]** because ...

What do you want to talk more about? Play the **#TakeYourSeat** conversation starter card game today to spark a discussion where there's silence [www.shedecides.com/takeyourseat](http://www.shedecides.com/takeyourseat)

#### Facebook

#### Instagram

#### LinkedIn

💋 Let's Talk!

Today **#TakeYourSeat** for a conversation that we don't have enough by playing our conversation starter game.

The **#TakeYourSeat** card game from @SheDecidesGFI helps to spark discussions with friends & family on topics where there's silence such as: consent, sexual pleasure, periods and sexuality.

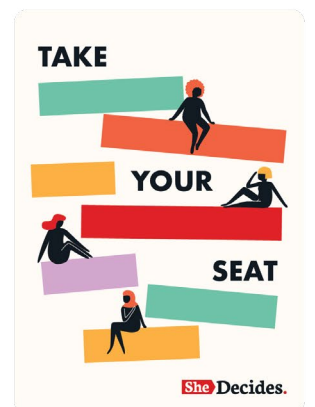
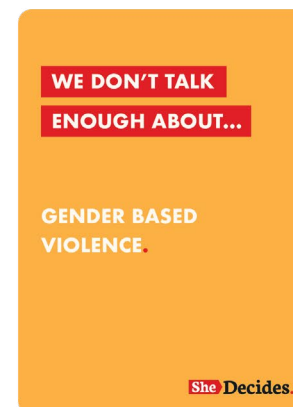
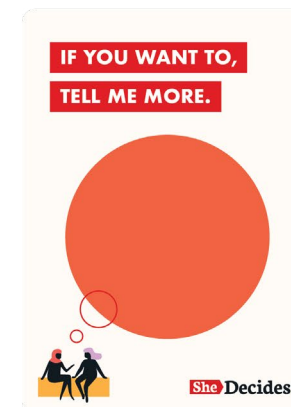
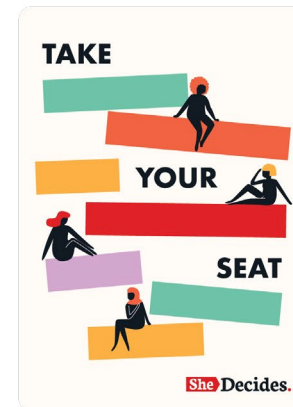
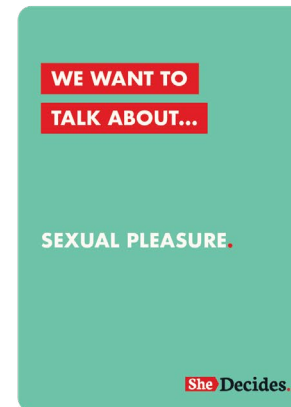
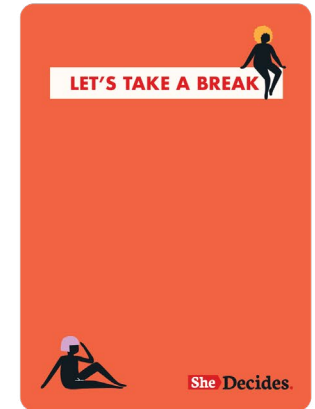
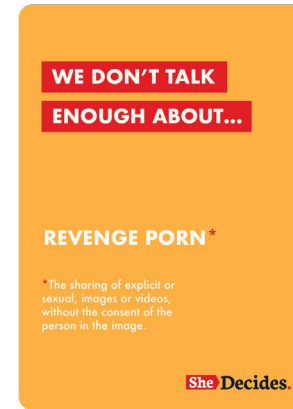
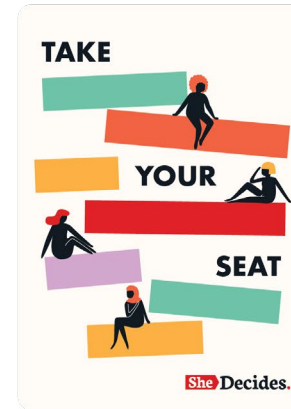
**#TakeYourSeat** in the conversation by playing here: [www.shedecides.com/takeyourseat](http://www.shedecides.com/takeyourseat)

# HOST AN EVENT

The **#TakeYourSeat** proposed activities can be incorporated into planned SheDecides Day events, or can be organized as a **#TakeYourSeat** event.

The virtual card game can anchor an event which features speakers and guests. Local restrictions on social gatherings may mean your events are slightly different this year, but the **#TakeYourSeat** card game works both online and in person.

An event can utilise the **#TakeYourSeat** card deck feature on the website to stimulate conversations with panelists and guests. The cards can be used in real time, played on the interactive website, or pre-selected, to ask them to share their stories and discuss taboo topics that we don't talk enough about, in order to smash stigmas.



# Running order

Below is a proposed running order for a stand-alone **#TakeYourSeat** event, elements of which can be adapted and incorporated into your activities. Depending on current government advice or local restrictions, this event can be done in person, or via video conferencing.



Purpose of the section	Discussion guide
<p>Introductions</p>	<p>Host to welcome guests and introduce the panelists.</p> <p>We recommend a diversity of speakers on the panel, ensuring a mix of gender, ages, races and backgrounds.</p>
<p>About <b>#TakeYourSeat</b></p>	<p>Bodily autonomy is the right to power over our own bodies. The ability to make decisions about one's physical self; to be secure against bodily harm, to have opportunities for sexual pleasure and to have a choice when it comes to reproductive rights.</p> <p>But bodily autonomy isn't always seen as a right. Societal pressures built on patriarchal ideologies continue to govern women, non-binary and trans people, and create stigma around their bodies. Stigmas only multiply in silence, so now more than ever, we need more conversations about bodily autonomy and reproductive rights. Only too often, conversations about women and girls' bodies are happening without them at the table.</p> <p><b>#TakeYourSeat</b> is about encouraging women and girls to take their seat at the table, to make their voice heard, and use it to spark powerful conversations that are silenced by stigma. SheDecides Day 2021 will be a day for starting conversations about bodily autonomy, to stand up and speak out about experiences of stigma.</p>

## About **#TakeYourSeat**



Introduce the card game

**#TakeYourSeat** can be engaged with at any level, allowing people to show, on and offline, that they want to hold conversations about bodily autonomy.

Today's event is a safe space for us to learn from one another, connect with each other and hold conversations about the issues that unite us.

Screenshare the hub/the card which will be used in the event to facilitate and spark conversations.

Encourage guests to participate in the conversation and share their thoughts on social media via hashtags **#TakeYourSeat** and **#SheDecides**.

Play the cards

- Select cards and facilitate a discussion around it.
- Possible questions:
  - Why do we need to talk more about this?
  - What are some of the stigmas associated with this?
  - Can you share personal stories on this?
  - More detail about the issue areas
  - Why is it a problem?
  - How do we tackle it?
  - How do we overcome stigmas?





Play the cards

Invite attendees to share thoughts and engage in the conversation too - via the chat box or through a Q&A

Close

- Ask guests to post on social media, invite them to play the game themselves through the hub to facilitate conversations with their friends, families and networks.
- Direct them to the tools on the website and sharable resources.
- Thanks to the panel and attendees for their participation and close the event.



## LOCAL MEDIA

We encourage you to reach out and alert local and national media with an aim of drawing attention to your SheDecides Day activities and encourage people to get involved in the Take Your Seat campaign.

We advise doing this a couple of days in advance of SheDecides Day by sending the below press release. Please feel free to amend/personalise the press release as you deem suitable.

Under embargo 2nd March 2021

**Women in [Add your location] join the global movement in demanding conversation about bodily autonomy.**

- [Add your location] is joining the growing movement of women and girls around the world to galvanise conversations about their bodies.
- SheDecides officially launches the **#TakeYourSeat** card game today [2nd March], which is sparking a global conversation about the harmful stigmas placed on women and girl's bodies.
- Women and girls in [add your location] are standing up and speaking out against damaging stigmas placed on them, by demanding their seat at the table where they are often silenced.
- Women, girls, activists and allies including [add names of well known local people] are leading the charge, sharing experiences and challenging taboos.
- [Add your location] is [add what you are doing for TakeYourSeat]

See next page

The SheDecides **#TakeYourSeat** card game officially launches today [2nd March] for SheDecides Day 2021, the global day of activism for change around bodily autonomy.

The deck sparks challenging reflections about the stigmas society places on women and girls' bodies. Placing taboo on bodies has led to conservative forces owning the narrative and making damaging decisions on behalf of women and girls, removing her right to decide.

Topics that are being brought to light in [add your location] include [personalise topics you are focussing on].

The game is seeing urgently needed conversations taking place worldwide. This includes from many champions of bodily autonomy such as [add local names] who are demanding the right voices are heard at tables they are normally excluded from.

SheDecides hopes the union of women and girls voices around the world, who are pushing to dismantle the harmful stigmas placed upon them, will be heard by those who are silencing them and restricting their bodily autonomy.

See next page





[Local movement spokesperson] said:

“All too often, women and girls are prevented from taking their rightful place in conversations about their bodies, lives and futures. [Personalise with the specific issue areas that are silenced in location, the importance of your SheDecides Day/TakeYourSeat activities to spark conversations and change about them.]

### About the [add country name] movement

[Insert your boilerplate]

## About SheDecides

SheDecides is a global political movement driving change for bodily autonomy, fuelled by actions in communities with young people at its heart. SheDecides Day is a global day of activism on 2 March 2021. It is an opportunity to demonstrate our collective commitment to the right of every girl and every woman, everywhere, in all their diversity, to make the decisions only she should make about her body, her life and her future.

**#TakeYourSeat** is the theme for SheDecides Day 2021.

It refers to the power of being at the table and part of the discussion. It reinforces the message that all too often, women and girls are not given or are prevented from taking their rightful place in conversations about their bodies, lives and futures.

This is a moment where women and girls are taking their seat at the table, making their voices heard, and use them to spark powerful conversations about topics that are silenced through stigma. The day will start conversations about bodily autonomy, to speak out about experiences and to break these stigmas.

# KEEPING TRACK SHARE WHAT YOU'VE BEEN UP TO!

We know as part of SheDecides Day 2021 there'll be multiple activations happening around the globe, and we want to celebrate your successes by creating a wrap-up video once the day has finished.

We've made a list of a few things to bear in mind on the day to help you capture everything.

**Name:** Either your name or the name of your organisation or movement

**Location:** Where was your activity based?

**Activity:** Summarise your activity or event

**Photos:** Please upload any photos you captured from your activity, or screenshots if it was online!

**Number of participants:** How many people participated in your activity?

**Social media reach:** Social media reach is an estimated number of social media users that could have contact with a social media post. You can find this by looking for number of impressions/reach by pressing insights/activity/analytics on your social media post

See next page

# KEEPING TRACK SHARE WHAT YOU'VE BEEN UP TO!



Please email us with your responses to these questions after your events/activities have taken place: **[info@shedecides.com](mailto:info@shedecides.com)**

**Social media engagement:** Social media engagement is the measurement of comments, likes, and shares. You can find this by looking for number of engagements by pressing insights/activity/analytics on your social media post

**Highlights of the day/Impact:** What were your top highlights of the day? What impact did you and others make on the day?

**How will you continue the conversation?** SheDecides Day 2021 is all about encouraging women and girls to take their seat at the table and to make their voices heard. We want to know how would you like to continue these conversations to ensure that the discussions sparked today lead to further impact? What would you need from us to help you?

# PREPARING FOR OPPOSITION

When we Stand Up and Speak Out for bodily autonomy, and around stigmas, we may encounter threats and intimidation from those that wish to restrict women and girls' rights to make decisions and choices about their own bodies and lives.

At a time of increased backlash on human rights it is important that intimidation, threats and attacks are reported and that plans are put in place to safeguard activists when they speak out and take action on bodily autonomy issues.

When taking part in **#TakeYourSeat** activity on SheDecides Day, there are tools and tactics that you can use to stay safe. **Security-In-A-Box** is jointly developed by Front Line Defenders and Tactical Technology Collective, along with a global network of thousands of activists, trainers and digital security experts.



If someone is sending you threatening messages or harassing you online, you can report the account or user to the platform or social networking site. If you are being intimidated, threatened and are concerned for your physical safety and emotional wellbeing please let someone know what is happening. This may include friends, parents, colleagues, an organisation, the police, or the relevant authority in your country.

Please report any incidents to Lewis Emmerton (He/Him/His) Policy Advisor, SheDecides Support Unit, with the subject line **#TakeYourSeat Opposition: safety@shedecides.com**



# TAKE

# YOUR

# SEAT

THANK YOU!

**#TAKEYOURSEAT**

SheDecides Day

02 March 2021

[shedecides.com/takeyourseat](https://shedecides.com/takeyourseat)